

WHAT IS CLAIMED IS:

1 1. A method of facilitating a consumer selection of a primary
2 care physician, the method comprising:
3 selecting participating primary care physicians;
4 preparing each physician for a videotape performance;
5 videotaping each physician;
6 editing each videotape performance for length of time and
7 content;
8 combining each videotape performance with at least one of a
9 selected ancillary clinic information and a provider information to form a
10 video visit videotape;
11 developing advertising content and advertising medium
12 describing the video visit videotape availability;
13 collecting and processing a consumer request for the video
14 visit videotape in response to the advertising; and,
15 providing the video visit videotape to a consumer to fill the
16 consumer request.

1 2. The method of claim 1, including the step of reporting the
2 relationship between the consumer request and the physician selected by
3 the consumer.

1 3. The method of claim 2, including the step of reconciling the
2 consumer request with the physician selected by the consumer and
3 determining a return on investment based on at least a cost to produce
4 the video visit videotape and a cost charged to the consumer by the
5 physician selected by the consumer.

1 4. The method of claim 1, including the step of combining
2 selected physicians for the video visit videotape based on geographic
3 location.

1 5. A method for preparing a videotape suitable for facilitating a
2 consumer selection of a primary care physician, the method comprising
3 the steps of:
4 selecting a participating physician;
5 instructing the physician on consumer criteria for selecting
6 the primary care physician;
7 instructing the physician on performance criteria;
8 portraying the physician to convey attributes of the physician
9 from a group consisting of personality, credentials, capabilities, bedside
10 manner, medical interest area, hospital affiliation, clinic affiliation and
11 education;
12 videotaping the physician;
13 editing the videotape to convey the attributes of the
14 physician that meet the consumer criteria;
15 combining the edited videotape with advertising material;
16 and,
17 configuring the videotape and advertising material for
18 delivery to the consumer.

1 6. The method of claim 5, including the step of selecting at
2 least one additional physician.

1 7. The method of claim 6, including the step of combining
2 selected physicians for the videotape based on geographic location.

1 8. The method of claim 6, including the step of delivering the
2 videotape and advertising material to the consumer.

1 9. The method of claim 5, including the step of reporting the
2 relationship between the delivered videotape and the physician selected
3 by the consumer.

1 10. The method of claim 5, wherein the advertising material
2 includes developing an advertising medium describing the videotape
3 availability.

1 11. A video visit system to facilitate the selection by a consumer
2 of a primary care physician, the system comprising:

3 a medium configured to receive and playback audio and
4 video data;

5 a representation of the primary care physician depicted on
6 the medium; and,

7 a means for delivery of the medium to the consumer upon
8 request.

1 12. The video visit system of claim 11, wherein the
2 representation includes clinic information and provider information.

1 13. The video visit system of claim 11, wherein a plurality of
2 primary care physicians are depicted on the medium.

1 14. The video visit system of claim 13, wherein the plurality of
2 primary care physicians are selected on the basis of geographic location.

1 15. The video visit system of claim 11, including advertising
2 medium describing the availability of the system.

1 16. The video visit system of claim 11, including a means for
2 tracking the use of the video visit system.

1 17. A video visit apparatus to facilitate the selection by a
2 consumer of a primary care physician, the apparatus comprising:
3 a medium configured to receive and playback audio and
4 video data; and,
5 a representation of the primary care physician depicted on
6 the medium.

1 18. The video visit apparatus of claim 17, wherein the
2 representation includes clinic information and provider information.

1 19. The video visit apparatus of claim 17, wherein a plurality of
2 primary care physicians are depicted on the medium.

1 20. The video visit apparatus of claim 19, wherein the plurality
2 of primary care physicians are selected on the basis of geographic
3 location.

1 21. The video visit apparatus of claim 17, including advertising
2 medium describing the availability of the apparatus.

1 22. The video visit apparatus of claim 17, including a means for
2 delivery of the medium to the consumer upon request.

1 23. The video visit apparatus of claim 17, including a means for
2 tracking the use of the video visit apparatus.

3 24. A video visit apparatus to facilitate the selection by a
4 consumer of a service provider, the apparatus comprising:
5 a medium configured to receive and playback audio and
6 video data; and,
7 a representation of the service provider depicted on the
8 medium.

1 25. The video visit apparatus of claim 24, wherein the
2 representation includes service provider information.

1 26. The video visit apparatus of claim 24, wherein a plurality of
2 service providers are depicted on the medium.

1 27. The video visit apparatus of claim 26, wherein the plurality
2 of service providers are selected on the basis of geographic location.

1 28. The video visit apparatus of claim 24, including advertising
2 medium describing the availability of the apparatus.

1 29. The video visit apparatus of claim 24, including a means for
2 delivery of the medium to the consumer upon request.

1 30. The video visit apparatus of claim 24, including a means for
2 tracking the use of the video visit apparatus.